GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4218
ANSWERED ON:15.12.2000
NEW SERIALS ON INDIAN MYTHOLOGY
TEJVEER SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to encourage production of new serials on Indian Mythology;

(b) if so, the details thereof; and

(c) the details of such T.V. Serials submitted for approval during last year and number of them approved so far?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Prasar Bharati have intimated that it is the constant endeavour of Doordarshan toselect/approve serials based on Indian mythology for telecast on its various channels. The proposals submitted by the private producers on sponsorship/minimum guarantee are considered on merits keeping in view the following factors:-

(i) concept/storyline of the programme;

(ii) production values/ quality of the programme;

(iii) commercial viability and revenue generation potential of the programme;

(iv) programme requirement of Doordarshan.

Presently, Doordarshan is telecasting serials viz. `Jai Hanuman`, `Jai Ganga Maiya`,'Jai Mahalaxmi`, `Om Namah Shivay` and `Jap Tap Vrat`, which are based on Indian mythology:

(c): The details of such TV serials submitted for approval during the last year are as under:-

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Vishnu Puran              M/s  B.R. Films , Mumbai
Ganesh Mahima                  M/s  Hansa Vision, New Delhi
Shrimad Bhagwat                M/s  Shant Ketan Films, Mumbai
Jai Jai Sri Ganesh               M/s  Namesh Shivay Ent. Mumbai
Jai Jwala Maa                    M/s  Bodh Shilp Movies Pvt. Ltd.
Jai Jagdambe                    M/s   Numero Uno Int. Ltd., Mumbai
Jai Santoshi Maa                M/s   One Minute Films Prod., Mumbai
Jap Tap Vrat                      M/s   Namah Shivay Enterprises
Shrimad Bhagwat                M/s   B.R. TV, Mumbai
Jai Ganga Maiya       M/s    Sagar Group, Mumbai


(earlier titled Holy Ganga)
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Out of the above mentioned serials, only 2 serials viz. `Jai Ganga Maiya` and `Jap Tap Vrat` have been approved.